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PATENT

Attorney Docket No. 14750-702

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of: Michael Stern  
Serial No: 09/130,998  
Filed: August 7, 1998  
For: METHOD AND APPARATUS FOR  
DISTRIBUTING AUDIOVISUAL CONTENT

Commissioner for Patents  
Washington, D.C. 20231

) Group No.: 2163  
)  
Examiner: Meinecke-Diaz, S.

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PRELIMINARY AMENDMENT

Dear Sir:

In response to the Final Office Action mailed March 6, 2001, please consider the following amendments and remarks. Favorable reconsideration of this application is respectfully requested in view of the foregoing amendments and the following remarks.

In the Claims:

Kindly amend claims 1 and 10 to read as follows:

1        1. (Thrice Amended) A method of disseminating information concerning a  
2 product, both of which are to be perceived by a consumer, said method comprising  
3 providing a network management center that receives files from content  
4 providers;  
5              transmitting said designated files with advertising information and inventory  
6 information to end clients remotely disposed with respect to said database, wherein  
7 each end client receives only its designated files;  
8              providing a perceivable stimulus, from said designated files to said consumer,  
9 said perceivable stimulus being associated with said product; and  
10             wherein an interactive consumer stimulus initiated by the consumer includes  
11 said perceivable stimulus.

1        10. (Thrice Amended) A method of disseminating information concerning  
2 multiple products, said method comprising:  
3              receiving files from content providers;  
4              assigning at least one attribute for each file and create designated files for